

# A \$70 MILLION GRAND SLAM

Radio and tv coverage of major league baseball in 1960, spurred by its ever-present line of sponsors, glittering extras and the anxiously-awaited debut of wide range colorcasting should boost the overall tab to a solid \$70 million, an all-time high, according to BROADCASTING's annual survey.

Tv coverage, impaired by bans in three tempting markets—Los Angeles, San Francisco and Milwaukee—still figures to increase slightly with networks expanding high, wide and handsome to neighboring areas.

Limitations imposed by the Dodgers and Giants stem from clubowners, Walter O'Malley and Horace Stoneham, respectively, who have kept an eye to the day when wire toll tv might become an actuality.

**Heavy With Color** • New, is the full-scale color move of WGN-TV Chicago and WLWT (TV) Cincinnati. WGN-TV leads off strongly with colorcasts of the Cubs' entire 77 home game (all daytime) schedule and counters with 43 colorcasts of all White Sox home day games. WLWT

plans some nighttime colorcasting of Redleg games.

Both CBS-TV and NBC-TV are negotiating *Game of the Week* contracts which are said to be far in excess of 1959 figures that set a financial record up to that time. And Mutual will broadcast 130 games with an overall package cost estimated at approximately \$750,000. Week-end games are available for national sponsorship—which will be announced shortly—while weekday contests are offered for local co-op sale.

**Hamm's Many Buys** • As usual, beer and tobacco sponsors cling to the bigger sponsoring positions with oil companies a shade behind. Biggest new advertiser is Hamm's Beer through Campbell-Mithun which will pick up the entire radio-tv tab of the Baltimore Orioles, plus one third each of the White Sox and Cub games. In all, 15 teams will be sponsored, all or in part, by breweries, with Los Angeles the only exception.

Below are the major leagues' lineups as of last Friday.

## American League

**WHITE SOX:** WGN-TV Chicago will colorcast all 43 daytime home games of the American League champions and will telecast in black and white some away games. WCFL, that city, expanding its network to 60 stations in 12 states, will broadcast all White Sox games for the 10th straight year. Four sponsors (25% each) for radio are General Tire & Rubber Co. and Anheuser-Busch, both through D'Arcy Adv., General Cigar Co. (White Owls) through Young & Rubicam and General Finance Co. through Gordon Best Co. Package cost reportedly is \$580,000. Tv sponsors, same as Cubs games, are Theodore Hamm Brewing Co. through Campbell-Mithun, Minneapolis, and Oklahoma Oil Co. through Needham, Louis & Brorby, Chicago. No figures are available.

**INDIANS:** WERE-AM-FM Cleveland will originate broadcasts of complete schedule over a 35-city network. WEWS-TV, that city, will televise 56 games, one more than in 1959. Most tv games will be weekends and nights. Sponsorship is shared by Carling Brewing Co. through Lang, Fisher & Stashower, Cleveland, Standard Oil of Ohio (Sohio fuel) through McCann-Erickson and Central National Bank through Fuller & Smith & Ross. This is second of two-year contract on both radio and tv.

**YANKEES:** Though not completely "official" yet, telecast plans for New York reportedly will follow last year's

pattern with 125 games to be carried by WPIX (TV), that city, and a limited number to be fed on weekends to three or four tv stations in nearby areas. WMGM will air complete 154 game schedule. R.J. Reynolds Tobacco Co. and P. Ballantine & Son, both through Wm. Esty Co., will share sponsorship. In addition, a regional 40 station radio network, sponsored by Ballantine and the Atlantic Refining Co., both through N.W. Ayer & Son, will broadcast games in upstate New York and parts of Pennsylvania. Total estimated cost has been set at roughly \$1 million.

**ORIOLES:** WJZ-TV Baltimore will telecast 47 games (including one exhibition), 11 home and 36 road contests, with WBAL, that city, broadcasting the entire schedule. Hamm Brewing Co., through Campbell-Mithun, Baltimore, picks up the entire tab for both radio and tv.

**TIGERS:** Stroh Brewery Co. (a newcomer replacing Goebel Brewing Co.) and Speedway Petroleum Corp. will split the tab for Tigers baseball on a 50-station regional network and an eight-station tv hookup. Agencies are Zimmer, Keller & Calvert for Stroh and Doner Co. for Speedway. WKMH Dearborn will serve as originating outlet for the radio network which includes WWJ (afternoon games) and WJR (evening contests), both Detroit. The regional network covers all of Michigan and also Fort Wayne, Ind., and Toledo, Ohio. WJBK-TV will televise 42 games (12 night home and

Saturday home each, plus nine Saturday and Sunday road games each).

**RED SOX:** The complete Boston schedule will be carried on WHDH Boston, 55 to be telecast by WHDH-TV. Radio coverage will include about 40 stations throughout New England with tv coverage being fed to five other stations (WPRO-TV Providence, R.I., WTIC-TV Hartford, Conn., WMTW-TV Poland Spring, WABI-TV Bangor and WAGM-TV Presque Isle, all Maine. Tv, sponsors will be Narragansett Brewing Co. through Cunningham & Walsh ( $\frac{1}{3}$ ); Atlantic Refining through N.W. Ayer ( $\frac{1}{6}$ ); R.J. Reynolds through Wm. Esty Co. ( $\frac{1}{6}$ ) and Ford Dealers of New England, through J. Walter Thompson ( $\frac{1}{3}$ ). On radio, one-third sponsorship will be shared by Narragansett, Atlantic Refining and Ford Dealers of New England. Rights to the games, owned by Narragansett ( $\frac{1}{3}$ ) and WHDH-AM-TV ( $\frac{2}{3}$ ), are estimated at \$500,000. NBC-TV and CBS-TV each have scheduled 50 Saturday and Sunday games for broadcast throughout the season but sponsorship information has not been announced at this time.

**ATHLETICS:** WDAF Kansas City and six state radio networks again will broadcast complete schedule with WDAF-TV telecasting some away games to be announced next month. Joseph Schlitz Brewing Co. through Majestic Adv., Milwaukee, Skelly Oil through Bruce B. Brewer Co. and a third client still to be announced will share sponsorship.

**SENATORS:** WTOP Washington will broadcast the entire schedule with WTOP-TV increasing its telecast schedule of 1959 from 13 to 24 games (all on weekends with exception of Memorial Day doubleheader). National Brewing Co. through Doner Co. and two others to be announced will share sponsorship on radio. Sponsors on tv will be Colgate-Palmolive-Peet (Wildroot cream oil) through Ted Bates, General Cigar Co. (Robert Burns) through Young & Rubicam, General Mills (Wheaties) through Knox Reeves and two others to be announced.

### National League

**DODGERS:** KFI Los Angeles will carry the complete regular season and exhibition schedule over 19 station network with KTTV (TV), that city, telecasting 11 games from San Francisco. Co-sponsors are Union Oil Co. through Young & Rubicam, Los Angeles, and American Tobacco Co. through Lawrence C. Gumbinner Adv., N.Y. Overall broadcast tab is said to be about \$2 million, which includes 11 telecasts (presented by Dodgers as public service programming because of agreement which prohibits home game telecasting).

**BRAVES:** WEMP Milwaukee again will be the originating outlet for all broadcasts on a 50-plus regional network in parts of Wisconsin, Michigan, Iowa and Minnesota, which also includes WTMJ and, for first time, WMIL-FM, both Milwaukee. There will be no television. Miller Brewing Co. through Mathisson & Assoc., and Clark Oil & Refining Co., through Tatham-Laird again will pick up sponsorship, with American Tobacco Co. (Tareyton cigarettes), through Lawrence C. Gumbinner Adv., replacing P. Lorillard & Co. (Kent cigarettes) as the third sponsor. They are buying the complete regional network. Miller held exclusive rights 1953-55, sub-contracted half in 1956-57 and threw it open to two other advertisers in 1958—the start of a second new five-year pact. Mathisson handles details of the baseball package.

**GIANTS:** KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. (50%) through Dancer-Fitzgerald-Sample, N.Y., J.A. Folger Co. (coffee) (25%) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) (25%) through Lawrence C. Gumbinner Adv., N.Y.,

picking up the tab. Estimated cost listed at more than \$1 million.

**PIRATES:** KDKA Pittsburgh will carry entire schedule with KDKA-TV telecasting about 30 away games, all Saturday and Sunday. Sponsorship on both radio and tv is shared by Ford Dealers of Allegany County through J. Walter Thompson, Atlantic Refining Co. through N.W. Ayer & Son and Pittsburgh Brewing Co. through Ketchum, McLeod & Grove.

**CARDINALS:** KMOX St. Louis will carry the entire schedule on an 80-station network encompassing 12 states and KPLR (TV), that city, will televise 40 road games. Anheuser-Busch (Busch beer) sponsors the entire package through Gardner Adv., St. Louis. Estimated cost has been set

**CUBS:** WGN-TV Chicago completely breaks the color barrier by telecasting the Cubs' entire 77 home game schedule in color at no additional cost because of "experimental" programming. The Cubs, only major league club without lights, play all home games in the afternoon. WGN-TV also plans to originate a couple of colorcasts from Cincinnati (also making a color debut this season) as well as 17 other black and white telecasts of away games. WGN, under new five-year contract, will broadcast all 154 games. Tv sponsorship will be shared by Theodore Hamm Brewing Co. (Hamm's beer) and Oklahoma Oil Co. through Campbell-Mithun, Minneapolis, and Needham, Louis & Brorby, Chicago, respectively. Radio sponsors are Oak Park Fed-



at \$400,000, with participating sponsors allowed in on both radio and tv. Anheuser-Busch also is set for regional half-sponsorship of NBC-TV's *Game of the Week*, on about 28 stations in its distribution area.

**REDLEGS:** WLWT (TV) Cincinnati will televise 53 games (23 home all in color, 27 road and 3 to be determined as the pennant races develop) and in addition, pioneers in full-scale nighttime colorcasting with a newly developed tube from the Crosley Broadcasting Co. that makes colorcasting possible under normal lighting conditions (both day and night). Picking up the tab will be Hudepohl Brewing Co. through Stockton-West-Burkhart, Cincinnati, Standard Oil of Ohio through McCann-Erickson and Colgate-Palmolive-Peet through Ted Bates. WKRC Cincinnati will broadcast complete schedule under sponsorship of the Burger Brewing Co.

eral Savings & Loan through Connor Assoc., Phillips Petroleum through Lambert & Feasley, G. Heilman Brewing Co. through McCann-Erickson and a fourth to be announced. Radio cost will be \$250,000. Tv figures unavailable.

**PHILLIES:** WFIL Philadelphia will broadcast the complete schedule with 61 games to be presented on WFIL-TV. On radio, coverage will be fed to 27 outlets in eastern Pennsylvania, Delaware and southern New Jersey. Tv games will be fed to WGAL-TV Lancaster and WNEP-TV Wilkes-Barre. Sponsorship on all radio-tv outlets will be by Atlantic Refining through N.W. Ayer (1/3); Ballantine through Esty (1/3); Bayuk Cigars through Wermen & Schorr (1/3) and Tasty Baking through Aitkin-Kynett (1/3). Rights to the games, held by Atlantic Refining, are estimated to be \$500,000.